

Message Text

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43

ACTION SIG-02

INFO OCT-01 EUR-12 NEA-10 ISO-00 COME-00 EB-07 /032 W

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R 251425Z JUL 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5400

INFO AMEMBASSY ATHENS

AMEMBASSY LONDON

AMEMBASSY WARSAW

AMCONSUL DHARAHAN

UNCLAS JIDDA 5151

E.O. 11652: N/A

TAGS: ASIG

SUBJECT: JOINT STATE-COMMERCE EVALUATION OF COMMERCIAL
ACTIVITIES

REF: STATE 180693

1. EMBASSY HEARTILY WELCOMES VISIT OF STATE-COMMERCE
EVALUATION TEAM TO SAUDI ARABIA WHERE U.S. TRADE PROSPECTS
HAVE HIGH POTENTIAL. WE NOW EXPECT OUR TOTAL EXPORTS TO
SAUDI ARABIA TO REACH \$2.5 BILLION THIS YEAR AND TO EXPAND
RAPIDLY OVER THE NEXT FEW YEARS, PROVIDED SAUDIS ARE CARE-
FULLY HANDLED AND PROPERLY ENCOURAGED. WE SHOULD HAVE NO
PROBLEM ARRANGING FOR TEAM TO MEET APPROPRIATE OFFICIALS
AND LOCAL BUSINESSMEN.

2. TEAM SHOULD REALIZE UNDER PRESENT SCHEDULE VISIT WILL
OCCUR DURING RAMADAN, AND I RECOMMEND POSTPONEMENT UNTIL AFTER
THAT PERIOD. IF THAT IS NOT PRACTICAL, WE WILL HAVE TO SCHEDULE
NIGHT APPOINTMENTS.

3. TEAM SHOULD BE PREPARED FOR SOME DIRECT, THOUGH COURTEOUS,
STATEMENTS BY SAUDIS ON US/SAUDI TRADE. ALSO THE TEAM SHOULD
COME HERE WITH THE NEED IN MIND TO UPGRADE FACILITIES OF OUR
COMMERCIAL OFFICE TO HAVE IT RESEMBLE A PROPER COMMERCIAL
PROMOTION OPERATION. THAT MEANS MONEY, AND TEAM WOULD DO
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WELL TO LOOK INTO BUDGET POSSIBILITIES BEFORE ITS ARRIVAL.

4. FYI: RAMADAN FAST SEASON ENDS WITH THREE-DAY HOLIDAY, ID AL FITR, SEPTEMBER 25 THROUGH 27. IN ANY CASE, PLEASE ADVISE EXACT DATES JIDDA VISIT WELL IN ADVANCE FOR HOTEL OR OTHER RESERVATIONS. ALSO, WE SUGGEST VISIT TO RIYADH AND DHABHRAN IF POSSIBLE. POST WILL ASSIST IN ANY WAY POSSIBLE.

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